

Success Public Service Announcement (PSA) Assignment Rubric

Task Description: Create a public service announcement (PSA) that empowers young people to display characteristics of personal and professional success. The PSA will be video recorded and posted to Teacher Tube at <http://teachertube.com>. Assignment must include the following: a target audience easily identifiable, clear definition of topic, organized thoughts, original ideas, visual props, engages audience, every member of group must speak, persuasive, creativity, video length of 30 – 60 seconds and follows school guidelines.

Criteria	weight	Exemplary	Admirable	Acceptable	Attempted
Cooperation	20%	<ul style="list-style-type: none"> <input type="checkbox"/> Does a full share of work or more <input type="checkbox"/> Assigns a clearly defined role; group members perform roles effectively <input type="checkbox"/> Always considers all views and helps team to reach fair decision <input type="checkbox"/> Never argues with teammates <input type="checkbox"/> Group tries to solve its problems by itself without seeking outside help 	<ul style="list-style-type: none"> <input type="checkbox"/> Does an equal share of work <input type="checkbox"/> Assigns roles, but roles are not clearly defined or consistently adhered to <input type="checkbox"/> Usually considers all views and helps team to reach fair decision <input type="checkbox"/> Rarely argues <input type="checkbox"/> Group seldom solves its problems as a team and asks classmates or teacher for help 	<ul style="list-style-type: none"> <input type="checkbox"/> Does almost as much work as others <input type="checkbox"/> Assigns roles, but roles are not adhered to <input type="checkbox"/> Often sides with friends instead of considering all views <input type="checkbox"/> Sometimes argues <input type="checkbox"/> Group settles problems and gives up easily 	<ul style="list-style-type: none"> <input type="checkbox"/> Does less work than other group members <input type="checkbox"/> No effort made to assign roles to group members <input type="checkbox"/> Acts as cliques or individuals rather than group <input type="checkbox"/> Arguments within group <input type="checkbox"/> Little attempt to solve problems; gives up easily
Organization (Outline or Storyboard for Planning)	15%	<ul style="list-style-type: none"> <input type="checkbox"/> Takes initiative in helping the group get organized and setting times and places to meet <input type="checkbox"/> Product is extremely well organized with an introduction, body, and conclusion <input type="checkbox"/> Has realistic, prioritized, and measurable goals <input type="checkbox"/> Highly productive in accomplishing assignment 	<ul style="list-style-type: none"> <input type="checkbox"/> Works agreeably with partner(s) concerning organization and times and places to meet <input type="checkbox"/> Product is organized with an introduction, body, and conclusion <input type="checkbox"/> Goals are established, but some are too general <input type="checkbox"/> Accomplished basic assignment 	<ul style="list-style-type: none"> <input type="checkbox"/> Can be coaxed into meeting with other partner(s) <input type="checkbox"/> Somewhat organized ideas; not presented in sequence <input type="checkbox"/> Goals not clearly defined <input type="checkbox"/> Barely accomplishes the job 	<ul style="list-style-type: none"> <input type="checkbox"/> Did not meet partner(s) at agreed times or places <input type="checkbox"/> Lack of organization; choppy and confusing; format difficult to follow <input type="checkbox"/> No goals established <input type="checkbox"/> Does not accomplish assignment

Name: _____ Period: _____ Date: _____

Content	25%	<input type="checkbox"/> Covers topic completely and in depth <input type="checkbox"/> Content is readily understandable	<input type="checkbox"/> Covers topic <input type="checkbox"/> Content is mostly understandable	<input type="checkbox"/> Barely covers topic <input type="checkbox"/> Content is somewhat understandable	<input type="checkbox"/> Does not adequately cover topic <input type="checkbox"/> Content is confusing
Presentation	40%	<input type="checkbox"/> Presentation is clever and original <input type="checkbox"/> Engaging; captures interest of audience <input type="checkbox"/> Appropriate variety of visual aids <input type="checkbox"/> Visual aids add to or clarify presentation <input type="checkbox"/> Each presenter speaks clearly and loudly; good eye contact; appropriate body language <input type="checkbox"/> Members contribute equally to the presentation <input type="checkbox"/> Shows confidence <input type="checkbox"/> Informative	<input type="checkbox"/> Presentation is thoughtful <input type="checkbox"/> Presentation is well done; interesting to audience <input type="checkbox"/> Some use of visual aids <input type="checkbox"/> Visual aids somewhat add to or clarify presentation <input type="checkbox"/> Most of the time, presenter speaks clearly and loudly; some eye contact; some use of appropriate body language <input type="checkbox"/> Most of the members contributed equally to the presentation <input type="checkbox"/> Shows some confidence <input type="checkbox"/> Presents some information <input type="checkbox"/> Engages audience <input type="checkbox"/> Can be heard	<input type="checkbox"/> Presentation is at times clearly presented <input type="checkbox"/> Presentation is at times interesting to audience <input type="checkbox"/> Limited use of visual aids <input type="checkbox"/> Visual aids do not clarify or add the presentation <input type="checkbox"/> Presenter is hard to hear; little eye contact; poor body language <input type="checkbox"/> Some members did not contribute equally to the presentation <input type="checkbox"/> Somewhat informative <input type="checkbox"/> Engages audience intermittently	<input type="checkbox"/> Little creativity used; bland <input type="checkbox"/> Presentation is hard to follow; poorly organized <input type="checkbox"/> No use of visual aids <input type="checkbox"/> Presenter cannot be heard; no eye contact; poor body language <input type="checkbox"/> Some members did not contribute to the presentation <input type="checkbox"/> Lacks information <input type="checkbox"/> Audience bored <input type="checkbox"/> Mumbles

Assignment Score _____ + Beyond/Bonus _____ = Final Score _____